

A permanent magnet embedded motor is equipped with a rotor including a rotor core made of magnetic material and having a plurality of slits formed at corresponding poles, and bond magnets embedded in the slits. Each of the bond magnets is a pre-formed plate-shaped bond magnet, prepared independently of the rotor core. The bond magnets can be magnetized before they are fitted in the slits. At least one of the length dimension and the width dimension of each of the bond magnets in a cross-section orthogonal to an axis of the rotor is larger than the corresponding dimension of the corresponding one of the slits, and the bond magnets are pressure-inserted in the slits.